

INFLUENCE SOCIAL MEDIA MARKETING AND REVIEWS PRODUCT INTEREST IN BUYING SKINTIFIC SKINCARE ON TIKTOK

A. Saeful Bahri¹, Asep Syiarudin², Bachtiar Rifai S.³, Surahman⁴

^{1,2,3,4}Universitas Mathlaul Anwar, Banten, Indonesia

Email: Saefulbahri1963@gmail.com

Abstract

The advancement of digital technology compels businesses to optimize their digital marketing strategies to boost consumer purchase intention. This study aims to analyze the partial and simultaneous effects of social media marketing and product reviews on the purchase intention for Skintific skincare products on TikTok. A quantitative method with an associative approach was employed. Data were collected via questionnaires distributed to 100 respondents selected through purposive sampling; the inclusion criteria were TikTok users residing in Bandung who were aware of and had viewed Skintific marketing content or product reviews on the platform. Data analysis involved multiple linear regression, t-tests, F-tests, and the coefficient of determination. The results indicate that social media marketing has a positive and significant effect on purchase intention, with a calculated t-value of 4.920 and a significance level of 0.000. Product reviews also exert a positive and significant influence on purchase intention, with a calculated t-value of 4.476 and a significance level of 0.000. Simultaneously, social media marketing and product reviews significantly and positively affect purchase intention, yielding a calculated F-value of 52.684 and a significance level of 0.000. An R-square value of 0.520 indicates that the two independent variables explain 52.0% of the variation in consumer purchase intention. These findings demonstrate that optimizing social media marketing and managing product reviews are crucial factors in enhancing purchase intention for Skintific skincare among TikTok users in Bandung.

Keywords: *Social Media Marketing, Product Reviews, Purchase Intention, Skintific, TikTok.*

A. INTRODUCTION

Development of information and communication technology has brought significant changes in the world of marketing. The presence of social media is not only functioning as a means of communication and entertainment, but also developing into one of the strategic media for companies in market products and building connections with consumers (Syahrani & Fasa, 2025). Changes behavior increasingly consumers used to look for information products through digital media to encourage companies to adjust their marketing strategy with utilization of various social media platforms (Sasikirana et al., 2024). One of the platforms that has big potential in digital marketing activity is TikTok, which allows companies to convey product information through creative, interactive, and easy video content to reach consumers in large amounts (Novita et al., 2023). The conditions make social media marketing as one of the

important factors in the form of perception as well as increasing consumers' buying interest.

In the beauty industry, development marketing through social media is more visible along with increasing public need for skin care products (skincare). Consumers moment This does not only consider benefits and quality products, but also pay attention to information obtained through social media before determining choice (Susilo & Yoestini, 2024). Skintific skincare products are one of the brands that utilize digital platforms, particularly TikTok, to introduce products and build communication with consumers (Anriana, 2023). Through various content such as demonstration use products, education about skin care, promotion, and collaboration with content creators, the company can increase product exposure at a time to build consumer interest. Intensity and quality of marketing activity the potential influence to what extent consumers are interested in knowing and trying products offered (Permana et al., 2025).

Social media marketing is basically No only related to delivery of information about products, but also how companies are capable of creating interesting and constructive communication involving consumers. Content that is informative, relevant, creative, and appropriate to consumer needs can create attention as well as encourage the emergence of interest in a product (Hanjaya et al., 2023). On the TikTok platform, the characteristics of visual and interactive content give opportunities for companies to convey superiority products in a way that is more interesting compared to conventional marketing media (Meliawati et al., 2023). Thus, the more effective social media marketing is carried out, increasingly big opportunity formation interest buy consumers to Scintifi skincare products.

Besides social media marketing, product reviews (product reviews) become factors that are not lost in importance in the form of consumer purchase interest. Reviews products provided by consumers previously can become a source of information used by candidate consumers to evaluate quality, benefits, and experience using a product (Ilmiyah & Krishernawan, 2020). In the context of purchasing via TikTok, reviews can be in the form of comments, ratings, experiences of use, as well as consumer response to products offered. Reviews are positive and considered credible can increase the trust of candidate consumers, whereas negative reviews can cause doubt to the product (Putri et al., 2023). Therefore, the existence of product reviews can become an important consideration for consumers who have not had direct experience in using Skintific skincare.

Purchase interest is one of the important stages in the consumer behavioral process Because it shows someone's trend. For do purchase after getting information and form evaluation to a product (Sari, 2020). In the digital environment, interests bought can be influenced by various information received by consumers in a way together, both through content marketing made by the company and experiences shared by other users. Engaging social media marketing can build attention and interest, whereas product reviews can give strengthening in the form of information about consumer experience to products (Sari, 2020). The interaction between the second factor becomes the more relevant on the TikTok platform because consumers can see content marketing at a time read reviews and comments users in One digital

environment. Thus, social media marketing and product reviews are allegedly related to driving interest in buying Skintific skincare.

Based on the foregoing, it is important to conduct research on the influence of social media marketing and product reviews on purchase intention for Skintific skincare products on TikTok. This study aims to determine the impact of social media marketing and product reviews—both individually and simultaneously—on consumer purchase intention. The findings are expected to make an academic contribution by enriching the literature on digital marketing and consumer behavior, particularly regarding the use of social media as a marketing channel for skincare products. Furthermore, from a practical perspective, the study is expected to provide valuable insights for the company in developing marketing strategies on TikTok, specifically in creating effective content and managing consumer reviews positively to boost purchase intention.

B. LITERATURE REVIEW

1. Social Media Marketing

Social media marketing is a marketing activity that utilizes social media platforms as means for conveying information, building communication, creating interaction, and establishing connections with consumers (Evans et al., 2021). Social media gives the opportunity for companies to convey marketing messages in a way that is more fast, extensive, and interactive compared to conventional marketing media. Through social media, companies not only play a role as transmitter of information, but also can get response in a direct way from consumers. Conditions make social media as one of the important instruments in building consumer involvement to a brand or product (Kaur, 2016).

Social media marketing also has a role in forming consumer perception of a brand. Consistent content and having good quality information can increase consumer knowledge at a time strengthen product image (Dahl, 2021). On the skincare product, information about content, benefits, method of use and experience of use become important aspects because consumers tend to need information before determining choice. Therefore, the use of TikTok as a marketing medium can become a strategy for creative to increase consumer awareness at a time to push formation of interest purchase.

2. Product Reviews

Product reviews are information or assessments given by consumers based on their experience after using a product. Reviews can contain evaluations about quality, benefits, advantages, disadvantages, and experience using products (Weathers et al., 2015). In the digital commerce environment, product reviews become one of the important sources of information because candidate consumers cannot see and try the product directly before purchasing (Moon et al, 2014). Because that, previous consumer experience can be used as material consideration in evaluating products that will be purchased.

In this study, product reviews were viewed as one of the forms of electronic word of mouth that can influence consumer evaluations of Scintifi skincare products. Some aspects that can be used to measure product reviews include quality

information, credibility reviews, number of reviews, completeness information, as well as positive or negative trends from given reviews. The more-good and convincing reviews received by consumers, it is increasingly likely that consumers have a positive perception of the product so that it can increase interest in purchasing.

3. Purchase Interest

Purchase interest is trend or consumer desire. To buy something product after going through the process of recognition, search information and evaluation to product said. Purchase interest Not yet can be categorized as decision purchase Because consumer Still be at the stage considerations (Saputra et al., 2023). However, buying interest is one of the important indicators to show the existence of the possibility of consumers making future purchases. In digital marketing, interest purchases can appear after consumers get information that is considered relevant and capable of fulfilling their needs or desires (Tonda et al., 2024).

Purchase interest in study this can be seen through a number of indicators, such as interest for look for information more carried on about product, desire for try products, trends for buy products, as well as willingness for recommend or consider the product in choice purchases. The higher consumer interest in a product, increasingly the possibility is also higher emergence intention to do purchase (Hartanto & Indrayani, 2022).

4. The Influence of Social Media Marketing on Purchase Intention

Social media marketing is closely linked to purchase intention because information conveyed via social media can shape consumer attention and perceptions regarding a product. Engaging, informative, relevant, and interactive content can enhance consumer knowledge while simultaneously generating interest in the product. TikTok is characterized by short-form video content that allows product information to be conveyed visually and in an easily understandable manner.

When consumers receive information that aligns with their needs, the likelihood of developing an interest in trying or purchasing the product increases. Based on this explanation, the hypothesis can be formulated as follows:

H₁: Social media marketing has a positive and significant influence on the purchase intention for Skintific skincare products on TikTok.

5. The Influence of Product Reviews on Purchase Intention

Product reviews serve as a source of external information that helps consumers evaluate products prior to making a purchase. Consumers can use the experiences of other users as a reference to gauge product quality and benefits. Positive and credible reviews can boost consumer confidence, whereas negative reviews serve as a factor to consider before buying.

Thus, the quality and characteristics of reviews can influence consumer perceptions and inclinations toward a product. Based on this explanation, the hypothesis can be formulated as follows:

H₂: Product reviews have a positive and significant influence on the purchase intention for Skintific skincare products on TikTok.

6. The Influence of Social Media Marketing and Product Reviews on Purchase Intention

Social media marketing and product reviews are two sources of information that complement each other in shaping consumer purchase intention. Social media marketing plays a role in attracting consumer attention and conveying product information, while product reviews provide perspectives based on user experiences.

The combination of company-provided information and consumer experiences can assist potential buyers in forming perceptions and reducing uncertainty regarding the product they intend to purchase. Based on this explanation, the hypothesis can be formulated as follows:

H₃: Social media marketing and product reviews simultaneously have a positive and significant influence on the purchase intention for Skintific skincare products on TikTok

C. METHOD

This study employs a quantitative method with an associative approach to determine the influence of social media marketing and product reviews on purchase intention for Skintific skincare products on TikTok. The study population consists of TikTok users residing in Bandung City who are aware of Skintific skincare products and have viewed Skintific marketing content or product reviews on the platform. Purposive sampling was used to select a sample of 100 respondents. Respondent criteria included residing in Bandung City, awareness of Skintific products, and prior exposure to Skintific marketing content and product reviews on TikTok. Primary data were collected via an online questionnaire using Google Forms. The research instrument was developed based on indicators for each variable, utilizing a five-point Likert scale ranging from 1 ("strongly disagree") to 5 ("strongly agree").

The collected data were analyzed quantitatively using statistical software. The analysis process began with validity and reliability tests to assess the accuracy and consistency of the research instrument. Subsequently, classical assumption tests—comprising normality, multicollinearity, and heteroscedasticity tests—were conducted as prerequisites for multiple linear regression analysis, which was used to examine the impact of social media marketing (X1) and product reviews (X2) on purchase intention (Y). Hypothesis testing involved t-tests to assess the partial effect of each independent variable and F-tests to determine the simultaneous effect of social media marketing and product reviews on purchase intention. Finally, the coefficient of determination (R^2) was used to measure the extent to which social media marketing and product reviews explain the variation in purchase intention for Skintific skincare products among consumers in Bandung City via TikTok.

D. RESULTS AND DISCUSSION

1. Validity Test

With a sample of 100 respondents, testing was conducted at a 5% significance level, with an r-table value of 0.195. A statement item is considered valid if the calculated r-value exceeds the r-table value (0.195) and the significance value is less than 0.05. Conversely, if the calculated r-value is lower than the r-table value or the significance value exceeds 0.05, the statement item is deemed invalid.

Table 1 Validity Test Results

Variables	Item	r- count	Information
Social Media Marketing (X1)	X1.1	0.721	Valid
	X1.2	0.768	Valid
	X1.3	0.695	Valid
	X1.4	0.742	Valid
Review Product (X2)	X2.1	0.734	Valid
	X2.2	0.781	Valid
	X2.3	0.756	Valid
	X2.4	0.713	Valid
Purchase Interest (Y)	Y1	0.764	Valid
	Y2	0.819	Valid
	Y3	0.738	Valid
	Y4	0.792	Valid

A validity test was conducted to determine the extent to which each statement item effectively measured the research variables: social media marketing (X1), product reviews (X2), and purchase intention (Y). The testing utilized the Pearson Product Moment correlation with 100 respondents and a 5% significance level, resulting in an r-table value of 0.195. Based on the test results shown in the table above, all statement items yielded calculated r-values (r-count) exceeding the r-table value (0.195), ranging from a minimum of 0.695 to a maximum of 0.819. Consequently, all statement items regarding the variables of social media marketing, product reviews, and purchase intention were deemed valid and suitable for use as research instruments to measure the influence of social media marketing and product reviews on the purchase intention for Skintific skincare products in the city of Bandung.

2. Reliability Test

Reliability test done to know level consistency instrument study in measure variables social media marketing (X1), review product (X2), and interest buy (Y). Testing reliability in study This use mark Cronbach's Alpha, with instrument stated reliable if Cronbach's Alpha value is higher big from 0.60.

Table 2 Reliability Test Results

Variables	Cronbach's Alpha	Standard Value	Information
Social Media Marketing (X1)	0.812	0.60	Reliable
Review Product (X2)	0.846	0.60	Reliable
Purchase Interest (Y)	0.871	0.60	Reliable

Based on the test results, the social media marketing variable obtained a Cronbach's Alpha value of 0.812, the product reviews variable 0.846, and the purchase intention variable 0.871. All these values exceed 0.60; therefore, it can be concluded that all research instruments are reliable and demonstrate a good level of internal consistency. Consequently, the statement items used in this study are suitable for measuring the influence of social media marketing and product reviews on the purchase intention for Skintific skincare products among TikTok users in Bandung City.

3. Assumption Test Classic

Assumption test classic done as condition before do analysis multiple linear regression for ensure that the research model used fulfil criteria good statistics. In study this, test the assumption classic covering normality test, multicollinearity test, and heteroscedasticity test. Based on results testing of 100 respondents, obtained results as following.

Table 3 Normality Test Results

Test	Asymp. Sig. (2-tailed)	Standard	Information
Kolmogorov-Smirnov	0.200	> 0.05	Normal

Based on the table above, the results of the normality test using Kolmogorov-Smirnov shows mark Asymp. Sig. of 0.200, which is bigger from 0.05. With thus, it can concluded that the research data normally distributed and meets assumptions normality so that worthy used in analysis multiple linear regression.

Table 4 Multicollinearity Test Results

Variables	Tolerance	VIF	Information
Social Media Marketing (X1)	0.684	1.462	Not occur multicollinearity
Review Product (X2)	0.684	1.462	Not occur multicollinearity

Based on multicollinearity test results, variables social media marketing own mark *Tolerance* as big as **0.684** and VIF of **1.462**, whereas variables review product own mark *Tolerance* as big as **0.684** and VIF of **1.462**. *Tolerance* Value all over variables bigger than 0.10 and VIF value smaller out of 10. With thus, it can concluded that no there is symptom multicollinearity intervariable independent in the regression model.

Table 5 Heteroscedasticity Test Results

Variables	Sig.	Standard	Information
Social Media Marketing (X1)	0.417	> 0.05	Not occur heteroscedasticity
Review Product (X2)	0.583	> 0.05	Not occur heteroscedasticity

Based on heteroscedasticity test results use method Glejser, variable social media marketing get mark significance as big as **0.417**, whereas variables review product get mark significance as big as **0.583**. Second mark the bigger from 0.05, so that can be concluded that no happen symptom heteroscedasticity in the regression model. With fulfillment all assumption tests classic, namely normally distributed data, not happen multicollinearity, and no happen heteroscedasticity, then the multiple linear regression model in study This stated worthy to be used at the stage testing hypothesis.

4. Analysis Multiple Linear Regression

Analysis multiple linear regression used to know size influence social media marketing (X1) and reviews product (X2) against interest buy (Y) *skincare* Skintific on TikTok users in Bandung City. Based on results data processing of 100 respondents, obtained results analysis multiple linear regression as following.

Table 6 Multiple Linear Regression Test Results

Variables	Coefficient Regression (B)	Std. Error	t- count	Sig.
Constant	4.215	1.327	3.176	0.002
Social Media Marketing (X ₁)	0.428	0.087	4.920	0.000
Review Product (X ₂)	0.367	0.082	4.476	0.000

Based on results analysis said, the equation multiple linear regression obtained is $Y = 4.215 + 0.428X_1 + 0.367X_2 + e$. Constant value of 4,215 shows that if social media marketing and reviews product considered constant, then mark interest buy of 4.215. The coefficient regression social media marketing of 0.428 shows that every improvement One units in social media marketing will increase interest buy of 0.428 units, with assumptions variables other still. Meanwhile that, coefficient regression review product of 0.367 shows that every improvement One units in the review product will increase interest buy amounting to 0.367 units. Second variables own coefficient positive and value significance of each is $0.000 < 0.05$, so that in a way partial social media marketing and reviews product influential positive and significant to interest buy *skincare* Skintific on TikTok to consumers in Bandung City.

5. Hypothesis Testing

t-test used to know the influence of each variable independent in a way partial to variables dependent. With amount respondents as many as 100 people and the level significance of 5%, obtained mark *t- table* as big as 1,984. Variable stated influential significant if mark *t- count* > *t- table* and value significance < 0.05.

Table 7 Partial Test Results

Variables	t- count	t- table	Sig.	Information
Social Media Marketing (X1)	4.920	1.984	0.000	Influential positive and significant
Review Product (X2)	4.476	1.984	0.000	Influential positive and significant

The partial hypothesis test demonstrates that both social media marketing (X1) and product reviews (X2) have a positive and significant effect on purchase intention (Y) for Skintific skincare products on TikTok among consumers in Bandung City. For social media marketing (X1), the calculated t-value of 4.920 exceeds the t-table value of 1.984, with a significance level of $0.000 < 0.05$. Therefore, H1 is accepted. The regression coefficient of 0.428 indicates that improvements in social media marketing are associated with higher consumer purchase intention. This finding suggests that engaging, informative, and relevant TikTok content can attract consumer attention while facilitating the evaluation of skincare products. Content presenting product benefits, usage instructions, demonstrations, and visible results can provide consumers with useful information and reduce uncertainty before purchase.

The finding also highlights TikTok's role beyond entertainment as a platform capable of shaping consumer evaluations and purchasing decisions. For Skintific, this implies that marketing effectiveness depends not merely on the frequency of promotional content but also on its quality, relevance, and ability to generate interaction. Educational content, product demonstrations, promotional campaigns, and collaborations with relevant content creators can therefore be utilized to strengthen consumer engagement and purchase intention.

Regarding product reviews (X2), the calculated t-value of 4.476 is greater than the t-table value of 1.984, with a significance level of $0.000 < 0.05$. Thus, H2 is accepted. The regression coefficient of 0.367 indicates that better product reviews are associated with stronger purchase intention. Reviews provide potential consumers with information derived from actual user experiences, particularly regarding product

benefits, quality, texture, effectiveness, and usage. Such information can increase perceived credibility and reduce uncertainty when consumers consider purchasing skincare products online.

These findings further emphasize the importance of maintaining product quality and consumer experience, as both are reflected in online reviews and can influence the perceptions of prospective buyers. Positive experiences may strengthen consumer confidence, whereas negative feedback can reduce purchase intention. Accordingly, maintaining consistent product quality, responding appropriately to consumer concerns, and encouraging authentic and satisfactory user experiences are important components of Skintific's digital marketing strategy on TikTok.

F test used to know whether variables social media marketing (X1) and reviews product (X2) in together or simultaneous influential to interest buy (Y).

Table 8 Simultaneous Test Results

Model	F- count	F- table	Sig.	Information
Regression	52.684	3.09	0.000	Influential positive and significant

Based on the results of the simultaneous hypothesis test, the calculated F-value of 52.684 is greater than the F-table value of 3.09, with a significance level of 0.000 ($p < 0.05$). Therefore, H3 is accepted, indicating that social media marketing (X1) and product reviews (X2) simultaneously have a positive and significant effect on purchase intention (Y) for Skintific skincare products on TikTok among consumers in Bandung City. These findings indicate that effective social media marketing, supported by positive and informative product reviews, can strengthen consumers' confidence and encourage their intention to purchase. Social media marketing contributes to attracting consumers' attention and providing relevant product information, while product reviews offer insights based on users' experiences, thereby reinforcing consumers' perceptions and purchase decisions.

6. Coefficient Determination

Coefficient determination used to know how much big ability variables social media marketing (X1) and reviews product (X2) in explain variation interest buy (Y). Based on results data processing of 100 respondents, obtained results as following.

Table 9 Coefficient Test Results Determination

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	0.721	0.520	0.510	2,184

Based on the table above, the obtained R-square value is 0.520, or 52.0%. This indicates that social media marketing and product reviews collectively explain 52.0% of the variation in purchase intention for Skintific skincare among TikTok users in Bandung. Meanwhile, the remaining 48.0% is influenced by variables outside this research model, such as price, product quality, brand image, consumer trust, promotions, and other factors not examined in this study. The adjusted R-square value of 0.510 indicates that, after adjusting for the number of independent variables and the sample size, the model's ability to explain the variation in purchase intention is 51.0%. Thus, this research model demonstrates a reasonably good explanatory capacity in describing the influence of social media marketing and product reviews on the purchase intention for Skintific skincare on TikTok among consumers in Bandung.

E. CONCLUSION

Based on research regarding the influence of social media marketing and product reviews on the purchase intention for Skintific skincare products on TikTok among consumers in Bandung, it can be concluded that social media marketing has a positive and significant effect on purchase intention. This is evidenced by a calculated t-value of 4.920, exceeding the t-table value of 1.984 with a significance level of 0.000 (< 0.05). Furthermore, product reviews were also found to have a positive and significant impact on purchase intention, with a calculated t-value of 4.476 (> 1.984) and a significance level of 0.000 (< 0.05). The results indicate that the more effective the social media marketing, and the better, more informative, and more positive the product reviews received by consumers, the higher the purchase intention for Skintific skincare products. Simultaneously, social media marketing and product reviews exert a positive and significant influence on purchase intention for Skintific skincare on TikTok among consumers in Bandung, as demonstrated by a calculated F-value of 52.684, exceeding the F-table value of 3.09 with a significance level of 0.000 (< 0.05). The coefficient of determination (R-Square) of 0.520 indicates that these two variables explain 52.0% of the variation in purchase intention, while the remaining 48.0% is influenced by factors outside the scope of this study. Thus, optimizing social media marketing through engaging and informative content, alongside managing the consumer experience to generate positive reviews, represents a crucial strategy for Skintific to boost consumer purchase intention on the TikTok platform.

REFERENCES

- Andriana, A. N. (2023). Pengaruh online customer review, content marketing dan brand love terhadap keputusan pembelian produk Skintific pada platform Tiktok shop. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 7(3), 1205-1226.
- Az-Zahra, P., & Sukmalengkawati, A. (2022). Pengaruh digital marketing terhadap minat beli konsumen. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 6(3), 2008-2018.
- Dahl, S. (2021). *Social media marketing: Theories and applications*. SAGE publications Ltd.
- Evans, D., Bratton, S., & McKee, J. (2021). *Social media marketing*. AG Printing & Publishing.
- Hanjaya, B. S., Budihardjo, B. S., & Hellyani, C. A. (2023). Pengaruh social media marketing terhadap keputusan pembelian konsumen pada UMKM. *Jurnal Riset Manajemen Dan Ekonomi (Jrime)*, 1(3), 92-101.
- Hartanto, B., & Indriyani, L. (2022). *Minat beli di marketplace Shopee*. PT Inovasi Pratama Internasional.
- Ilmiyah, K., & Krishernawan, I. (2020). Pengaruh ulasan produk, kemudahan, kepercayaan, dan harga terhadap keputusan pembelian pada marketplace Shopee di Mojokerto. *Maker: Jurnal Manajemen*, 6(1), 31-42.
- Kaur, S. (2016). Social media marketing. *Asian Journal of Multidimensional Research (AJMR)*, 5(4), 6-12.

- Meliawati, T., Gerald, S. C., & Aruman, A. E. (2023). The effect of social media marketing Tiktok and product quality towards purchase intention. *Journal of Consumer Sciences*, 8(1), 77-92.
- Moon, S., Park, Y., & Seog Kim, Y. (2014). The impact of text product reviews on sales. *European Journal of Marketing*, 48(11-12), 2176-2197.
- Novita, D., Herwanto, A., Mayndarto, E. C., Maulana, M. A., & Hanifah, H. (2023). Penggunaan media sosial TikTok sebagai media promosi pemasaran dalam bisnis online. *Jurnal Minfo Polgan*, 12(2), 2543-2550.
- Permana, E., Harnovinsah, H., Sarmila, S., & Amelia, D. (2025). Analisis penjualan produk skincare Somethinc melalui live streaming pada platform digital TikTok. *EKOMA: Jurnal Ekonomi, Manajemen, Akuntansi*, 4(4), 6442-6454.
- Putri, D. P. E., Rismawati, D. A., Lestari, M. S., Pravitasari, N., Saputri, P., Wahyudi, R., & Rahmawati, Y. (2023). Pengaruh Harga, Promosi, Ulasan Produk, Dan Metode Pembayaran Terhadap Keputusan Pembelian Pada Marketplace TikTok Shop. *Academica: Journal of Multidisciplinary Studies*, 7(1), 67-92.
- Saputra, F., Khaira, N., & Saputra, R. (2023). Pengaruh user interface dan variasi produk terhadap minat beli konsumen (Studi literature). *Jurnal Komunikasi Dan Ilmu Sosial*, 1(1), 18-25.
- Sari, S. P. (2020). Hubungan minat beli dengan keputusan pembelian pada konsumen. *Psikoborneo: Jurnal Ilmiah Psikologi*, 8(1), 147.
- Sasikirana, I. D. V., Dewi, A. S., Khayzuran, Q. A., Firdausy, S. P., & Radianto, D. O. (2024). Strategi pemasaran digital yang efektif untuk meningkatkan daya saing perusahaan di era digital. *Profit: Jurnal Manajemen, Bisnis Dan Akuntansi*, 3(2), 166-177.
- Susilo, H. H. R., & Yoestini, Y. (2024). Pengaruh harga, kualitas produk, dan electronic word of mouth terhadap keputusan pembelian produk makanan melalui media sosial (Studi pada konsumen Naturicha Juice di Kabupaten Cilacap). *Al Qalam: Jurnal Ilmiah Keagamaan Dan Kemasyarakatan*, 18(3), 1930-1953.
- Syahrani, S., & Fasa, M. I. (2025). Transformasi digital dalam pemasaran peran digital marketing dalam meningkatkan daya saing e-business. *Jurnal Media Akademik (JMA)*, 3(4).
- Tonda, F., Ali, H., & Khan, M. A. (2024). Pengaruh promosi dan online customer reviews terhadap keputusan pembelian melalui minat beli (literature review manajemen pemasaran). *Jurnal Manajemen Dan Pemasaran Digital*, 2(3), 181-194.
- Weathers, D., Swain, S. D., & Grover, V. (2015). Can online product reviews be more helpful? Examining characteristics of information content by product type. *Decision Support Systems*, 79, 12-23.